The Impact of the Use of Social Media, Social Networking, and Electronic Search Engines on the Spread of the Interior Design Culture

Ali S. Alnajadah, Ph.D.
Associate Professor, Department of Interior Design - College of Basic Education, Public Authority for Applied Education and Training - Kuwait

Ahmad E. Alansari, Ph.D.
Assistant Professor, Department of Interior Design - College of Basic Education, Public Authority for Applied Education and Training - Kuwait

Abstract:
Social media, electronic search engines, and related Internet webs are key components of the virtual world. These means opened up unprecedented new horizons and are constantly expanding, and spreading in various scientific, practical, and cultural fields. As a result, this research aims to study the effect of the use of these means on the spread of the interior design culture. This study involved 2,123 people from inside and outside Kuwait by answering a survey designed through “SurveyMonkey” website, and distributed to different people through “WhatsApp” application using smart phones. The main results of this study showed that 1,206 (57%) participants used social media, networking tools and research engines daily or at least once or more per week to increase their knowledge in interior design. In addition, 1,019 (48%) respondents used different search engines such as Google, Yahoo and others. Moreover, 1,750 (82%) respondents used smart phones in their search operations, and 1,842 (87%) respondents were looking for images related to interior design.

Keywords: Social Networks, Search Engines, Interior Design.